



WXYZ

# ORDER

Print Date 10/26/12 Page 1 of 4

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **314325 /**

Original Date / Revision  
10/10/12    10/10/12

Advertiser **MI Energy MI Jobs**

Agency    **Byrum & Fisk**

Buying Contact

**1322 G Street SE  
Washington, DC 20003**

Product

**MI Energy MI Jobs Week 1 Add**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1750**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30%    Market Value 379750

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	94937
WDWB	%	0
WJBK	25%	94937
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	75950

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	69	\$96,836.25	\$113,925.00	0.00
<b>Totals</b>	<b>69</b>	<b>\$96,836.25</b>	<b>\$113,925.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	69	\$96,836.25	\$113,925.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	10/30/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	- TWTF - -	:30	4	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- TWTF - -			4		\$900.00		0.00			
E 2	WXYZ	11/05/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	MT - - - - -	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT - - - - -			2		\$900.00		0.00			
E 3	WXYZ	10/30/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **314325** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs Week 1** Estimate # **1750**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WXYZ	10/30/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- TWTF - -					4	\$2,000.00		0.00			
E 4	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT - - - - -	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT - - - - -					2	\$2,000.00		0.00			
E 5	WXYZ	10/30/12	11/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- TWTF - -					4	\$2,000.00		0.00			
E 6	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT - - - - -	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT - - - - -					2	\$2,000.00		0.00			
E 7	WXYZ	11/03/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S -					1	\$500.00		0.00			
E 8	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S -	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S -					1	\$900.00		0.00			
E 9	WXYZ	11/03/12	11/03/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	- - - - - S -	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S -					1	\$900.00		0.00			
E 10	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S					1	\$900.00		0.00			
E 12	WXYZ	11/04/12	11/04/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	- - - - - S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S					1	\$3,000.00		0.00			
E 13	WXYZ	10/30/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- TWTF - -	:30	4	\$1,000.00	FX	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- TWTF - -					4	\$1,000.00		0.00			
E 14	WXYZ	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	M - - - - -	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M - - - - -					1	\$1,000.00		0.00			
E 15	WXYZ	10/30/12	11/02/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- TWTF - -					4	\$800.00		0.00			
E 16	WXYZ	11/05/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M - - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **314325** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs Week 1** Estimate # **1750**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WXYZ	11/05/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$800.00		0.00			
E 19	WXYZ	10/30/12	11/02/12	12-1pm M-F 12-1pm	CM	12-1pm	-TWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					4	\$1,200.00		0.00			
E 20	WXYZ	11/05/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$1,200.00		0.00			
E 21	WXYZ	10/30/12	11/02/12	M-F 1p-2p The Chew	CM	1-2pm M-F	-TWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					4	\$1,200.00		0.00			
E 22	WXYZ	11/05/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$1,200.00		0.00			
E 23	WXYZ	10/30/12	11/02/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	-TWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					4	\$1,200.00		0.00			
E 24	WXYZ	11/05/12	11/05/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$1,200.00		0.00			
E 25	WXYZ	10/30/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					4	\$1,000.00		0.00			
E 26	WXYZ	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$1,000.00		0.00			
E 27	WXYZ	10/30/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-TWTF--	:30	4	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					4	\$1,400.00		0.00			
E 28	WXYZ	10/30/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	-TWTF--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					4	\$2,000.00		0.00			
E 29	WXYZ	11/05/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$2,000.00		0.00			
E 38	WXYZ	10/30/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **314325** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs Week 1** Estimate # **1750**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 38	WXYZ	10/30/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-T-----					1	\$20,000.00		0.00			
E 40	WXYZ	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----F--					1	\$7,500.00		0.00			
E 41	WXYZ	11/04/12	11/04/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$500.00		0.00			
E 42	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$900.00		0.00			
N 44	WXYZ	11/05/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$1,400.00		0.00			
N 45	WXYZ	11/03/12	11/03/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$250.00		0.00			
N 46	WXYZ	11/03/12	11/03/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$175.00		0.00			
Totals													69	\$113,925.00	